

MOBILE

FashionLoyal app builds allegiance between brands and consumers

July 16, 2014



FashionLoyal app

By NANCY BUCKLEY

The FashionLoyal application is being released on the Apple iTunes Store for fashion enthusiasts to become better involved with their favorite apparel brands.

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Luxury Daily

FashionLoyal allows global fashion fans to interact and engage with brands through a social currency. The app allows consumers to browse, share and shop in one location and gives brands a confined space to interact with consumers that will likely create a stronger bond.

"The app will open new possibilities for brands and their relationship to their fans," said Sai Kong, founder of **FashionLoyal**, New York.

"Consumers are becoming more and more demanding," he said.

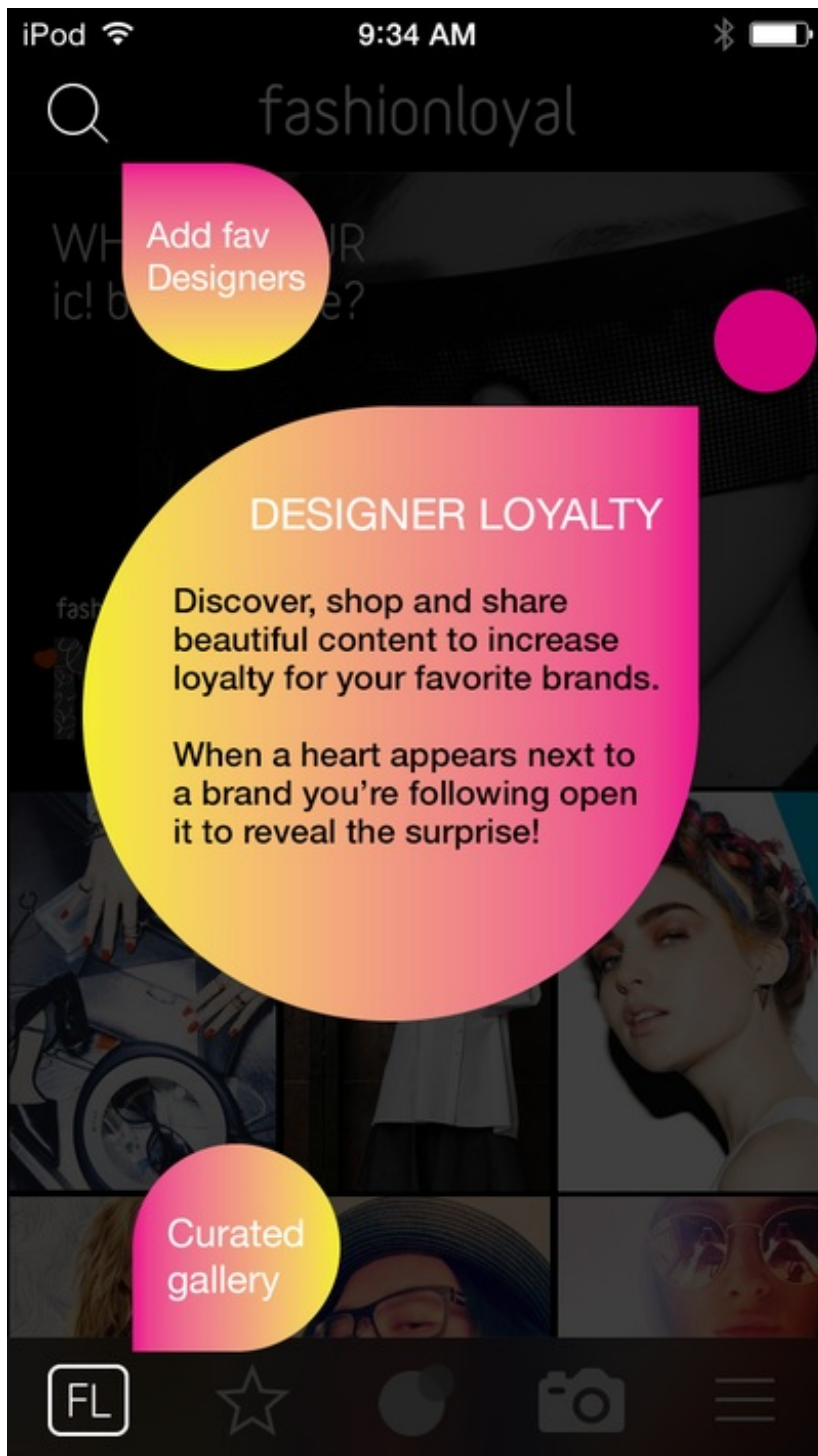
"FashionLoyal addresses this demand by facilitating a symbiotic relationship between brands and consumers. With a dynamic score from 1 to 99, brands can drive a business agenda while rewarding consumers for their efforts."

App loyalty

The FashionLoyal app lets consumers build a score for each of their favorite brands. When the user first enters the app they are asked to log into Facebook.

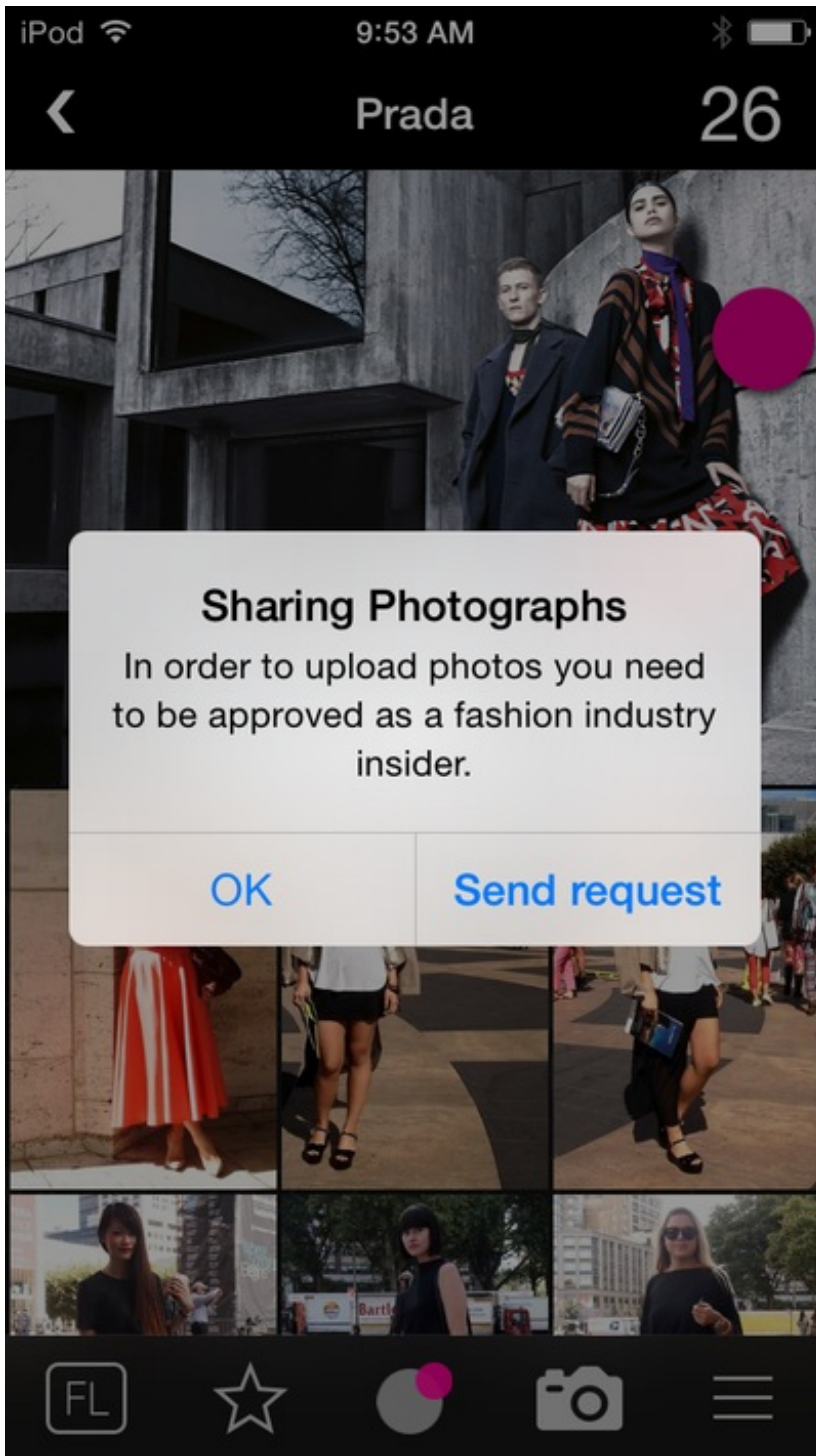
Users then are encouraged, throughout their experience with the app, to share images on any of their social media accounts. Every item shared translates into points for the user.

These points can unlock mobile perks such as a barcode for discounts at retail locations, online codes, private events, special sales and product giveaways.



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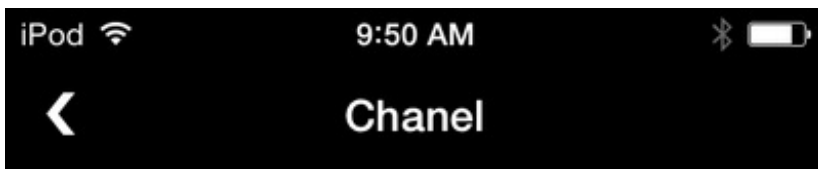
The curated gallery on the app monitors who is allowed to post images onto the app. When the camera button is clicked, the app asks the user to send a request to be able to submit a photo. This request allows the app to keep the posts limited to fashion industry insiders.



Pop-up for sharing images

Users are encouraged to add their favorite designers to the "my designers" section of the app that offers consumers a personalized experience on the app. For example, users can add designers such as Chanel, Yves Saint Laurent, Prada or Gucci to their favorites for an easy connection to their top brands.

When a user engages with a specific brand, they can then click on an image of people in the brand's apparel. Most images feature more than one brand, but little black circles with shopping bags, called FashTags, label each item with a designer.



Chanel Vintage
contrasting trim quilted
tote \$3900



Buy



Chanel Vintage caviar
vanity case \$950

Buy



Chanel Vintage half flap
bag \$3850

Buy

Ecommerce aspect of app

The user can click on each black circle and be led to a page, within the app, that features similar items by the particular designer. This page can then lead to an ecommerce site within the app.

FashionLoyal gives consumers the ability to gain points and engage and shop with multiple brands in one app.

Shareable apps

Allowing user interaction on an application, especially shareable interaction, gives the consumer the ability to be an active participant in the app.

For instance, British online retailer Net-A-Porter.com promoted the upcoming debut issue of its print magazine Porter with an application that allowed consumers to place their

photos onto a digital image of the publication's cover.

The "I am Porter" app was tied into a social media contest, where consumers could enter to win a shopping spree on the online retailer by posting their magazine cover for their followers. Due to the incentive of the contest, these user-generated images spread across social media and created buzz for Porter ([see story](#)).

Similarly, the annual Baselworld watch and jewelry show held in Basel, Switzerland, March 27 through April 3 developed a mobile application to help attendees keep track of what they have seen as they traverse the many booths set up by the world's leading watchmakers and jewelers.

Designed by German app developer Inside Guidance, the free Baselworld 2014 app was meant to be a companion tool for attendees. The app was equipped with everything an event pamphlet would include, but featured more interaction touch points to ensure an immersive and enhanced user experience ([see story](#)).

Users are able to create a stronger relationship with an app, and therefore a brand, through their interaction with the app.

"Fashion brands are realizing that fans are becoming desensitized to the static product feeds they typically receive," Mr. Kong said.

"The FashionLoyal experience is bilateral," he said. "Consumers view curated images and are incentivized to respond in a manner that's beneficial to brands. For example: see a great brand image, share it and we'll keep track of that action as something tangible to the consumer (score goes up).

"FashionLoyal provides a new brand - consumer dialogue. One that's fun and ultimately rewarding for both consumers and brands. The new standard to measure loyalty."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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